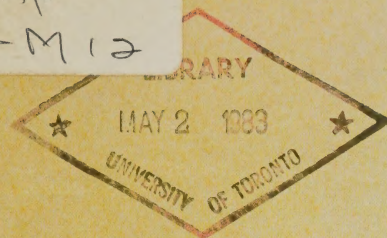


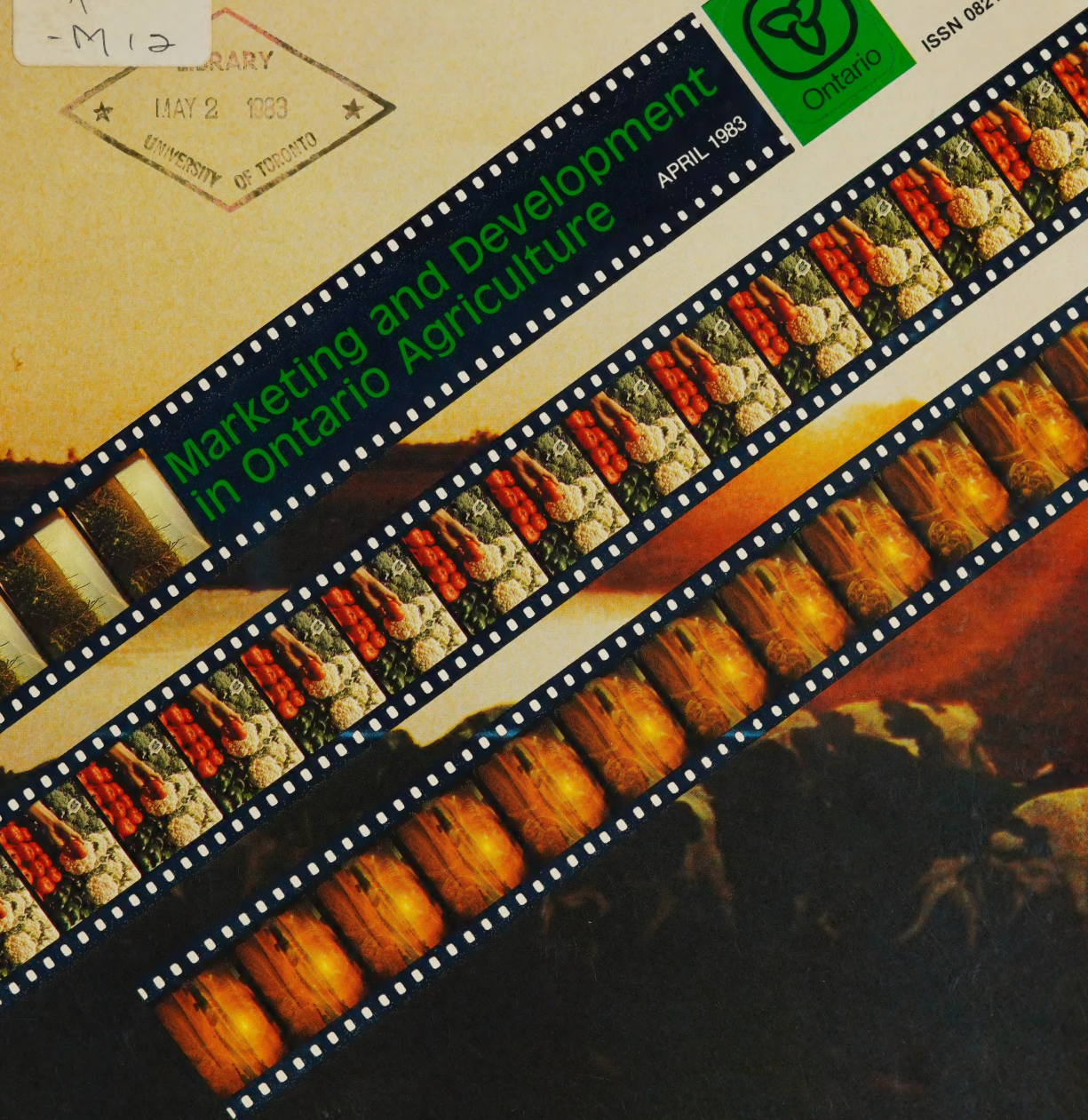
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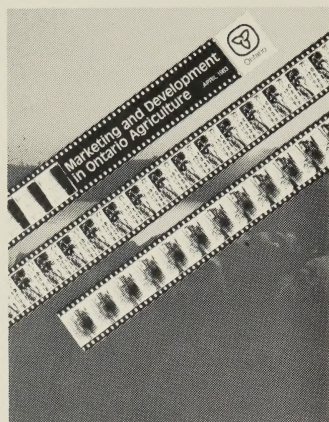


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Marketing and Development in Ontario Agriculture

APRIL 1983





ABOUT THE COVER . . .

Ontario, where good things grow, has many facets, from lush pasturelands to fields of golden wheat, from grazing herds of cattle to market gardeners working the black, fertile soil.

Its varied images are captured on film and presented to Ontario consumers in the form of shopping mall posters, backlit billboards, newspaper ads, recipe booklets, point-of-sale material in supermarkets and in television commercials as depicted on the front cover of this publication.

This Foodland Ontario commercial ran for six weeks on prime-time television earlier this year to encourage Ontario consumers to buy domestic fresh and processed food products.

In 1978, one year after the Foodland campaign was launched, consumer recognition stood at 42 per cent; at present, 68 per cent of the consumer public recognizes the Foodland Ontario campaign.

To increase consumer awareness even more, the Foodland Ontario campaign will continue to market the message "Good things grow in Ontario" in support of the farmers of the province.

APRIL 1983



Ontario

WE'D LIKE TO HEAR FROM YOU

Readers are invited to send any requests for further information to the Editor,

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and Food,
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M7A 2B2

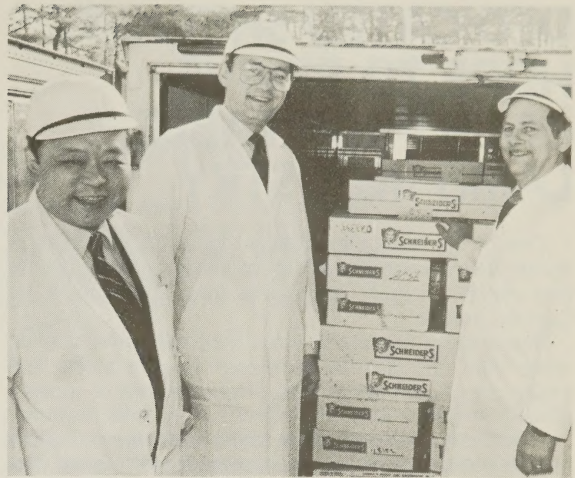
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GOODWILL MISSION TO JAPAN

Another shipment of Ontario pork arrives in Tokyo as Agriculture and Food Minister Dennis Timbrell (centre) and Harry Brown of J.M. Schneider visit the Seiyu Stores processing plant. They toured the plant with H. Fukuda, general manager of Seiyu's imports and exports division.



ONTARIO PORK EXPORTERS HOPE TO WIDEN JAPANESE MARKET

Japan is Ontario's second largest international market for pork. It was a market difficult to penetrate and one now carefully cultivated and nurtured by Ontario pork producers, pork processors, exporters and by provincial trade officials who want to remain inside.

The Ontario pork industry exports about 13 per cent of its output and in 1981 more than half of these exports, valued at some \$75 million, went to Japan.

Last year, Ontario supplied an even larger share of Japan's pork imports when that country embargoed Danish pork because of an outbreak of hoof and mouth disease. Within months, Canada became Japan's major foreign supplier of pork, 35 per cent of which originated in Ontario.

Doing business in Japan requires constant follow-up and a long-term commitment to the market. Earlier this year, Agriculture and Food Minister Dennis Timbrell led a pork industry trade mission to Japan, comprised of members of the Ontario Pork Producers' Marketing Board, leading pork exporters and processors.

Speaking at seminars organized by the Canadian and Ontario governments, in Tokyo and Osaka, Timbrell said, "I know I speak for all the members of this mission when I say we are prepared to do all we can to keep and even increase these new orders by delivering reliable service and superior product."

Describing how Ontario agriculture and food exports to Japan have grown 135 per cent over the past five years, Timbrell added, "I hope we can make an even



greater contribution to satisfying the wants of Japanese consumers in the years ahead."

The Japanese, as do Canadians, prefer lean pork. The Ministry's record-of-performance breeding program has been successful in significantly reducing back fat on swine.

Henry Pauls, manager of the Ministry's export unit and mission organizer, says one reason the Japanese consumer is buying Ontario pork is because "our producers have been able to reduce the amount of fat from 22 to 12 millimetres over the past 10 years."

A new swine herd health program has been established in Ontario to provide more precise information on the health status of swine, which are now beginning to win international recognition for their high quality.

The Ministry operates an active export program. During the past five years, provincially-sponsored trade missions have taken nearly 400 Ontario companies to 30 countries. Ontario exports of food and agricultural products have more than doubled during the period, reaching a level of \$1.6 billion in 1982. (7)

DEDICATED SHEPHERDS HOPE TO REVIVE ONCE PROFITABLE LAMB INDUSTRY

One of the most pleasurable sights for motorists in earlier years were the flocks of sheep grazing on the hills and in the dales of Ontario, from Michigan to the Quebec border.

Sheep were numerous then, their numbers totalling more than 600,000. In Middlesex County alone, the sheep population comprised three-quarters of today's provincial total.

Those days have become mere footnotes in history as has the cause of the sheep industry's original problem: an agreement in the late 1950's to allow increased imports of New Zealand lamb into Canada in exchange for preferred treatment for export of Canadian farm equipment to New Zealand.

Today, Ontario farmers shepherd about 200,000 sheep, which supply only 30 per cent of domestic lamb requirements. To most consumers, lamb means New Zealand lamb. It's this perception the Ontario lamb industry is seeking to change.

Both small, part-time farmers and large commercial breeders agree that by adopting new research methods to improve sheep fertility and by practising new management and marketing systems, the time is opportune for producers to increase their profits and eventually restore their industry.

The Ministry of Agriculture and Food commissioned Hickling-Johnston Limited to conduct a comprehensive market research and market strategy study of the Ontario lamb industry to pinpoint the problems and make recommendations for solutions. Their findings:

Ontario producers accounted for only 30 per cent of the 14.7 million pounds of lamb sold in the province in 1980;

Fifty per cent of the total market demand is supplied by frozen New Zealand lamb;

Retail food chains purchase 38 per cent of the lamb consumed in the province;

Butcher/independent operators purchase 30 per cent;

The hotel, restaurant and institution group purchase 20 per cent;

The freezer/ethnic group purchase the remaining 12 per cent of the lamb supply.

The study also shows that 40 per cent of Ontario lamb is sold by farmers to consumers directly, bypassing the large meat packing plants and super-market chains. Ontario lamb was also found to be a popular seller in the butcher/independent market where it competes successfully against fresh U.S. and western and eastern Canadian lamb.

It was recommended by Hickling-Johnston that On-



tario producers concentrate on the butcher/independent and freezer/ethnic markets which traditionally have been their most lucrative. The report suggests that this strategy would ensure a steady measured growth of market in a familiar environment and give producers an opportunity to improve their supply and quality of product without having to respond to pressures from other market forces.

As a follow-up to the report, the Ministry developed a three-year action plan. It calls for a study of production and marketing techniques, creation of an educational and promotional campaign for producers, and increased sales efforts to promote Ontario lamb in super-markets and in the hotel and restaurant trade.

John Krauter, a sheep production and marketing specialist with the Ministry, says a growing number of producers believe that a uniform system of assembly and grading yards should be established across the province to ensure the quantity and quality of lambs.

"If you can't guarantee the quality and quantity required by the packers, then they'll continue to buy lamb from outside the province," Krauter says. "Sheep producers look at the success the pork producers have had with their assembly and grading system and they like what they see."

Ontario shepherds are looking at another marketing device — the Virginia auction.

Some of the stiffest competition for Ontario fresh lamb comes from the weekly auction at Blacksburg, Virginia, a mixed farming community in the western part of Virginia which, like Ontario, has about 3,000 sheep producers with flocks averaging about 40 head. Many Ontario producers believe the system is the model of marketing best suited for Ontario's needs.

Under the Virginia system, the state Department of Agriculture grades the lamb population on the farms, after which the producer contacts the local agricultural officer to report on the quantity and grade of lambs he wants to market. Every Wednesday, two days before the auction, the electronic centre in Blacksburg telexes



LAMBS NOW YEAR-ROUND BUSINESS

Lloyd Deeks, a purebred sheep breeder at Lynden, believes strongly in the revival of the Ontario sheep industry. He says the market is here if the producers can guarantee the volume of quality lamb required.

buyers on the number of lots and grades of lamb to be offered. When the auction opens Friday morning, bids from across North America, including packers and buyers at the Ontario Stock Yards, are telexed in on the pre-assembled and pre-graded lots. The lambs they buy are shipped liveweight from six to eight assembly yards operated for the auction.

The Virginia auction is self-supporting, with a \$1.50 fee collected from the farmer for each lamb sold. Half of this fee is paid to the commission agents, 50 cents goes to the company which provides the electronic equipment, and 25 cents is turned over to the Department of Agriculture in payment for its grading services.

Lloyd Deeks, past president and long-time member of the Ontario Sheep Association, who raises purebred Leicesters and Dorsets on his 23 hectares (56 acres) near Lynden, says the Virginia marketing system should be investigated by Ontario producers because of its simplicity and proven success.

Agriculture Canada's grading system and staff enjoy world recognition and could adapt very well to this system of selling, as they did in hog marketing, with live grading, then carcass grading, Deeks says. In Ontario, lambs of different sizes, grades and breeds may be offered for auction in one lot. This means that quality suffers and buyers are not guaranteed any uniformity of supply.

"I think the large packers, like Schneider's and Canada Packers, would buy more Ontario lamb if the industry could guarantee the volume of quality lamb they require," Deeks says.

The knowledge and experience to increase lamb production is readily available across the province. Until very recently, most breeds of sheep lambed only once a year, creating a supply for the traditional fall and Easter markets. Today, through careful crossbreeding and hormone treatments which increase the frequency of estrus, lambing rates can now accommodate a year-round demand.

George McLaughlin, Ontario Sheep Association vice-

president who has a commercial flock of 425 sheep on his farm near Beaverton, uses the latest in breeding and sheep management techniques so that he has lambs born every two months. All his lambs are dropped over a 10-day period. He has been experimenting with hormone injections to make the ewes lamb 36 hours after the injection is administered. Once the conception date is known, the actual lambing time can be established to within a few hours.

"These developments are important because they give us more control over production and management of the flock," McLaughlin says. "It's really important to the industry in Ontario where most producers are part-time and have between 20 to 40 ewes."

McLaughlin believes that until the sheep industry can guarantee the quality and quantity required, Ontario packers will continue to buy fresh lamb from outside markets. On the other hand, producers seem unwilling to increase production until there are assurances that buyers will do more shopping at home.

The Ontario Sheep Association represents about one quarter of the 3,000 known purebred and commercial producers. If the Ontario Sheep Association represented at least half of the province's producers, McLaughlin says, "we'd have the clout we need to get the industry moving."

Most lamb producers, large and small, feel that the major producers will have to take the initiative in developing better grading and marketing procedures before the industry will be able to realize its full potential.

"The larger producer has the most to win or lose because he's full-time," McLaughlin says. "If he can get the system operating profitably, the part-time farmer will benefit too."

To give the industry a boost, the Ministry's Market Development Branch has issued a directory of all farmers who wish to sell lambs at the farm-gate, giving names, addresses, availability of supply and directions to the farms. Included is a lamb recipe booklet.

Margaret Szeke, in charge of the Ministry's Foodland Ontario program, says that once the quality and quantity of domestic lamb improves "we'll accelerate our promotional efforts and show why fresh Ontario lamb is superior to the frozen variety." ☺



MAP SERIES DUE SOON

George Jackson, Ministry project co-ordinator, and map maker Laurie Heathfield, do a last minute accuracy check on one of the 750 township maps to be released this spring. The maps, showing detailed land use and the location of tile drainage and municipal drains, will be useful for future land use planning.

MAPPING ONTARIO'S AGRICULTURE FOR FUTURE PLANNING NEEDS

Land use planners, agrologists and farmers who have long sought an answer to the question of how Ontario's agricultural lands are being used will soon have the information at their fingertips.

During the last eight months, land inventory crews have crisscrossed the province, visiting farms and interviewing rural property owners.

The information they have compiled will be published in a series of maps scheduled for release this spring. The 750 maps will show detailed land use and the locations of tile drainage and municipal drains in all agricultural townships across the province.

This agricultural resource inventory project is a joint federal-provincial action, with the \$1.4 million project cost being funded half by Ontario's Board of Industrial Leadership and Development (BILD) and half by the Canada Employment and Immigration Commission.

When the project was completed at the end of March, 1983, it had provided 3,000 weeks of employment. About 175 people drawn from the unemployment rolls, were employed for periods ranging from 11 to 30 weeks.

George Jackson, project coordinator for the Ministry of Agriculture and Food, says the inventory will provide valuable information for future agricultural planning by furnishing "detailed information to a broad range of decision makers on land use, and on improvements to farmlands and soils, and pinpointing areas where tile drainage should receive special attention."

The mapping of Ontario agriculture was done in three phases: land use inventory, tile drainage inventory and cartography.

Since the land use phase of the project entailed actual crop identification, the data compilation had to be completed by the end of the crop year last October. An inventory team of two, armed with aerial photographs and a township map, would identify the crops growing on each farm in their allotted area. They used a methodology developed by Agriculture Canada's Land Resource Research Institute in which crop areas are

identified not as specific single crops but rather as an agricultural land use system, an aggregate of crops which reflects the crop rotation being used by the farmer.

Six major systems — monoculture, corn, mixed grain, hay, pasture and grazing — were identified in the land use inventory.

"When you identify an agricultural land use system instead of an individual crop, you can produce a map that will be valid over several years," Jackson says. "Within each system, the mix and proportion of crops used by a farmer usually remain the same over a period of time. The map we produce allows us to locate quantity and qualify the agricultural land use."

The drainage inventory field work was completed earlier this year. The inventory crew member, working from aerial photographs and township maps, visited the farmers who were on file with the Ministry as having received drainage loans. Information was requested relative to the amount of drainage done, the location and spacing of the tile, and when the work was completed. At the same time, other local farms were visited to inquire if any drainage work had been carried out and to document it.

Although 1.2 million hectares (3 million acres) of Ontario farmland are now tile drained and the rate at which farm drainage work continues now exceeds 80,000 hectares (200,000 acres) a year, the Ministry does not have detailed information as to where drainage has been installed.

"Some of our maps may be incomplete because of time restraints and deadlines," Jackson says. "We need the input from farm owners and drainage contractors to make the inventory work, so if you're not on the map, we'd like to hear from you."

Vern Spencer, director of the Ministry's Capital Improvements Branch, says the tile drainage inventory will be invaluable in helping allocate funding to areas in greatest need of tile drainage in the future.

He speculates that the inventory will give an indica-



STORE VISITS PAY OFF

Foodland Ontario retail representative Julie Campbell, of London, outlines a new fruit and vegetable promotional campaign to the supermarket manager. Julie's job is to assist store managers in identifying and promoting Ontario-grown and processed foods.

GOODWILL AMBASSADORS FOR FOODLAND ONTARIO

They have become a familiar sight in the supermarkets and fruit and vegetable stores throughout the province. The store managers may teasingly greet them with "here comes Foodland Ontario" and then proceed to ask what message they are carrying today. The meeting is invariably business-like and friendly.

Julie Campbell, of London, is one of them. She and eight other Ministry representatives work year-round visiting retail outlets to assist the store managers in identifying and promoting Ontario-grown and processed foods. Each summer, students are hired as retail reps and replaced each autumn by housewives and retirees.

For the purposes of the program, the province is divided into eight retail areas. Julie Campbell has the London area of Southwestern Ontario and a list of 103 supermarkets, fruit and vegetable specialty stores and independent grocery stores which she visits on a regular basis.

In the store, the retail rep has to make sure that the Foodland Ontario identification material, such as posters, shelf markers and point-of-sale materials, are being used correctly to identify Ontario food products.

The retail reps have a particularly important role to play when the Foodland Ontario staff at head office decides to launch an intensive promotional campaign for a particular fresh or processed food product. Special display materials — posters, point-of-purchase markers, recipe brochures — are used in the campaign and their timely distribution is key to the success of the promotion.

"Our people in the field also provide us with the feedback we need to evaluate the success or failure of any given product promotion," says Gary Gander, program co-ordinator. "Our store reps are the eyes and ears of the program and let us know what their retail contacts will be looking for in the future."

Julie Campbell's experience indicates that most store managers are positive about the Foodland Ontario program.

"So are the kids, when we're not looking they like to get their hands on the posters and take them home," Julie says. "If they remember the Foodland symbol when they're grown up, we'll soon be selling a lot more Ontario food." ☺

tion of the amount of permanent pasture which could be tile drained and converted to cash crop production when market conditions change.

The final phase of the agricultural resource inventory is the mapping of the data for all townships of the province excluding the Pre-Cambrian Shield areas where food production is basically a local or regional industry. This part of the province may be inventoried at a later date.

As the agricultural resource inventory project winds down, staff of the Capital Improvements Branch are looking at alternative means to keep the inventory updated and current.

The drainage inventory will be updated automatically thanks to a recent amendment to the Agricultural Tile Drainage Installation Act. Drainage contractors are licensed under the Act which now requires contractors to file a record of all new work done within 14 days of the job's completion.

The land use inventory may be updated through some form of aerial photography or videotape transmission. Ministry staff are excited about the potential of LANDSAT imagery provided by the latest ANIK satellite now in orbit. LANDSAT imagery offers repetitive coverage of the earth at 18-day intervals, with a 185-kilometer swath being imaged during each orbit. It has the capability of computer analysis to identify and map land cover types automatically.

Spencer says it may not be too long before space technology is enlisted in the services of land resource management in Ontario for the benefit of future generations. ☺

PACKERS SAY FUTURE LOOKS ROSY FOR ONTARIO APPLE INDUSTRY

No one produces better apples than Ontario growers. After all, they have been growing them for more than two centuries, originally from stock which accompanied the European settlers to Canada. They made a contribution of their own to pomology by developing the popular McIntosh apple, first planted in Dundas County in 1870. Today, the McIntosh reigns as the king of apples in quantity of production and dollar value, both on the domestic and export markets.

Counting all varieties, the farm gate value of apples grown in Ontario totalled \$36,119,000 in 1981. They comprise an important portion of agricultural export earnings, either in fresh or processed form.

New storage techniques practiced by Ontario growers have made the industry a year-round business. Through controlled-atmosphere storage, the life of an apple can be extended for up to 10 months. Recent research by the Ministry of Agriculture and Food into low oxygen controlled-atmosphere storage shows that apples can now be stored for an entire year.

To help Ontario growers remain competitive in the domestic market and expand export markets, the Board of Industrial Leadership and Development (BILD) has established a storage and packing assistance program for fruit and vegetable growers and packers. The program provides growers and packers with grants to cover one-third of the cost of the purchase and construction of new packing equipment and storage facilities. To date, some 65 apple growers and packers have received more than \$1,551,400 in grants. Their capital investment in these projects totals some \$3,820,300.

Bob Scholten of Algoma Farms Limited, Whitby, has invested \$391,000 in two new controlled-atmosphere storages and a new packing line with the help of a \$108,000 BILD grant. Without these increased facilities, his company would not have been able to expand either its domestic or export markets.

Scholten, who employs 30 full-time workers and additional seasonal labour, believes he will now be in a position to replace some of the British Columbia and Washington State apples at home because his product will be \$2 and \$3 a bushel cheaper due to lower transportation costs.

Algoma Farms began as a one-man operation run by Bob Scholten's father from the back of a pick-up truck in the fifties. Today, with new equipment and enlarged storages, the business packages up to 1,500 bushels a day, up from 70 bushels a year ago. Most of this production is sold to the large supermarket chains.

Algoma Farms is one of three apple storage



APPLES GROW ON TREES, BUT . . .

Sorted by computer for colour and size, then sorted by human hands for defects and scars, today's apples have to be top-of-the-line to compete with imports and find acceptance in the export market. Under BILD's storage and packing assistance program, 65 apple growers and packers have received more than \$1,551,400 in grants. The growers' investment in these projects total some \$3,820,300.

operators in the province using the new low oxygen, controlled-atmosphere storage techniques.

"It's an expensive procedure to experiment with but once the bugs are out of it, we expect to be able to keep apples for a year or more in storage," Scholten says. "This new system should guarantee consumers high quality Ontario apples year round."

Another BILD recipient, Knight's Appleden Fruit Limited of Colborne, is a major exporter of Ontario apples. BILD contributed \$125,000 to the installation of a new \$448,241 packing line that has doubled output to more than 2 million bushels a year.

Grandfather Knight started Appleden in the twenties with a roadside stand on No. 2 Highway between Colborne and Brighton. His kingdom has grown into one of the largest apple enterprises in Canada, with son James handling the export business and grandsons Roger and Ron managing the 300 acres of orchards, the packing plant and the domestic market sales.

Agriculture and Food Minister Dennis Timbrell, in announcing the BILD grant to Appleden, said that by assisting apple packers "we help all apple producers in the province by increasing export sales by millions of dollars a year."

Knight's Appleden already has a fair foothold in a number of export markets, including the United Kingdom, the West Indies, Scandinavia and several countries in Central and South America.

The Knight's new packing line has greatly facilitated the handling of increased volumes of fruit. To minimize bruising, apples are immersed in water and gently

floated to a conveyor belt, where dirt and leaves are removed. Apples under 2-1/4 inches in diameter fall through the grid of the conveyor belt and are shipped to juice processors. The apples conveyed onward are given a light coating of wax to add luster to their appearance and to help them compete with more exotic imported fruit. Then they are dried and hand sorted for defects and scars.

The new packing line includes a computerized electronic colour sorter which determines whether or not an apple has sufficient colour to meet customer standards and grades requirements. All apples are weight-sized by special handling equipment which diverts the apples within several specific size ranges to the appropriate conveyor belt. The apples which reach the end of the line end up either in neat cell trays for the export market or in cellophane bags for Ontario supermarkets.

Both Bob Scholten and Roger Knight agree that it is becoming increasingly difficult to raise per capita consumption of apples in the province. They believe that the joint apple marketing program of Foodland Ontario and the Ontario Apple Marketing Commission is having some success, but growth potential is limited because of the size of the domestic market. They see export markets as the major growth area of the future if growers are to maintain a viable industry.

Gerry Binkley of Binkley Apples Limited, Thornbury, believes in the growth potential of the domestic apple market and is building for the future. He recently spent \$227,807 to purchase a new packing line and received a BILD grant of \$55,000 to help pay for it.

Binkley estimates that Ontario growers and packers now have about twice the capacity required to handle current production. With the acreage of bearing apple trees expected to rise 37 per cent in the next five years, he feels that "these excess facilities won't be wasted. We're investing in the future and when that increased production hits, we'll be ready for it." ☺



ONTARIO CORN CRACKS SPANISH MARKET

Ontario corn producers who sell to a number of export markets have added Spain to their growing list of customers.

In a period otherwise marred by low prices and a growing corn glut, the sale of 85,000 tonnes of corn to

Spain worth about \$8.5 million was a welcome surprise. It was the first-ever sale of Ontario grain corn to that country.

The courtship of Spain as a potential buyer began a year ago when the Ministry of Agriculture and Food in co-operation with the Ontario Grain Corn Council dispatched a fact-finding mission to Spain and Portugal — both significant importers of grain corn. The mission's task was to meet the corn importers, identify the competition and examine port handling facilities.

Henry Pauls, manager of the export unit of the Ministry's Market Development Branch, says that "by comparing our own facilities and capabilities, we knew that we could be competitive in Spain with the American suppliers if we could get the Spaniards interested."

As a follow-up, the Ministry organized a visit of six corn buyers from Spain, a group representing 60 per cent of the total corn importing business.

Pauls and Ken Patterson, chairman of the Ontario Grain Corn Council, spent five days taking the group through the province's best corn-producing areas, viewing research at the Ridgetown College of Agricultural Technology, visiting Ontario elevators, seaway handling facilities in Windsor and Sarnia, and terminal elevator facilities in Montreal.

Before the tour, Spanish buyers held the opinion that U.S. corn was of superior quality and that Ontario corn was more expensive.

"We didn't know it at the time," Pauls says, "but we must have convinced them that Ontario corn is high quality and competitive in every way with American corn."

Shortly after their return to Spain, the buyers placed an order, almost on the eve of the closing of the seaway for the winter. Grain traders Dreyfus Company Ltd. scrambled to find corn and were able to fill the order with corn from W.G. Thompson and Sons, Limited, Blenheim, the Hensall District Co-operative and United Co-operatives of Ontario.

Agriculture and Food Minister Dennis Timbrell calls the long-term potential of the sale "promising, and a real breakthrough for Ontario corn producers."

Spain imports annually about 5 million tonnes of grain corn, mostly as cattle, pig and chicken feed. Traditionally, the United States and Argentina have been the suppliers. Ontario now represents another competitive source of supply that can help meet Spain's growing need for corn.

And Ontario has corn, lots of it. Last year, Ontario farmers grew more than 880,000 hectares of grain corn, with production totalling 6 million tonnes, worth some \$600 million. Of this total, 1.25 million tonnes were exported primarily to Russia and Cuba. The Spanish purchase represents about eight per cent of total exports.

Pauls, who was both surprised and delighted with the quick response from the Spanish buyers, believes that Spain will remain a customer because of the high quality and stability of supply of Ontario corn. ☺



COLD BEAUTIFUL MILK

Born out of chaos and controversy, the Ontario Milk Marketing Board is enjoying relative calm in its 18th year as protector and champion of the more than 11,000 dairy farmers in the province.

Prior to the Board's creation by government edict, farmers lived a haphazard existence depending entirely on the whims and fancy of the dairies. The processors arbitrarily decided whether or not they would buy a certain farmer's milk on any given day. They determined the price they would pay for milk, based on the butterfat tests they performed in their own dairies.

In 1963, the Ontario dairy industry was plagued by so many problems that the provincial government established the Milk Industry Inquiry Committee. The committee's recommendations two years later stressed the need for a single, producer-controlled marketing agency that would establish order in the industry and create a climate where real growth and innovation could take place.

The Ontario legislature responded to the report by passing the Milk Act in 1965, which subsequently gave birth to the Ontario Milk Marketing Board with powers to act as the sole marketing agency for milk in the province. The legislation also created the Milk Commission of Ontario in the Ministry of Agriculture and Food to administer the Milk Act and supervise the Board's activities.

The Board's marketing system is unique in North America. Under the Milk Act, the Board is empowered to buy and sell all milk produced in the province. The transport of milk from producer to processor is also centrally managed by the Board.

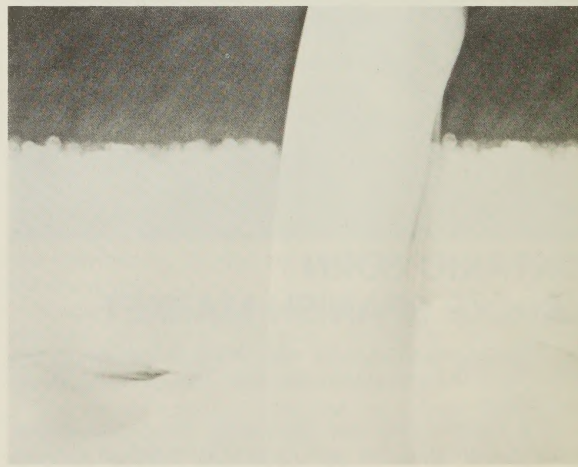
Latest available figures show that in 1982 the Board received \$947.3 million for 2.4 billion litres of milk sold

to processors. The Board paid Ontario milk transporters \$40.6 million. A total of \$839.9 million was paid to dairy farmers. The Board spent \$10.6 million to promote milk and milk products and some \$3.3 million to finance the administration of the marketing system.

This is big business by any standards and some consumer advocates charge that the price consumers pay for their milk helps finance the Board's operations. The reality of the situation is that the Ontario Milk Marketing Board is a producer-controlled organization which represents all dairy farmers in the province and is totally financed by them.

The Board's marketing policies are established by an executive of 13 dairy farmers. One member is appointed by the Ministry, to represent the cream producers who have their own organization. The other 12 members are elected for a four-year term on a rotating basis by milk producers in their respective regions.

At head office in Toronto, a staff of approximately 90 carry out the day-to-day operations of the Board. Twenty-one marketing personnel are located in the





ONTARIO
MINISTRY OF
AGRICULTURE AND FOOD

ONTARIO PRODUCER MARKETING BOARDS . . . LISTING

THE ONTARIO APPLE MARKETING COMMISSION

Suite 123,
1454 Dundas Street, East,
Mississauga, Ontario
L4X 1L4

TELEPHONE: (416) 275-4525

G. Long - *Chairman*

W.A. Wheatstone - *Secretary/Manager*

*OBJECTIVES: To maximize returns to apple
growers and provide efficient marketing so that
Ontario apples are competitive with imports.*

THE ONTARIO ASPARAGUS GROWERS' MARKETING BOARD

504 Newbold Street
London, Ontario
N6E 1K6

TELEPHONE: (519) 681-6010

E. Kilian - *Chairman*

D. Lapos - *Secretary/Manager*

*OBJECTIVES: To promote the interests of the
growers by conducting research to increase
asparagus production, maintaining a working
relationship with the processors, and improving
the marketing of asparagus.*

THE ONTARIO BEAN PRODUCERS' MARKETING BOARD

1112 Dearness Drive
London, Ontario
N6E 1N9

TELEPHONE: (519) 681-1720

TELEX No.: 064-7556

A. South - *Chairman*

C. Broadwell - *Manager/Marketing Agent*

*OBJECTIVES: To provide for the orderly
marketing of peabeans and yellow-eye beans,
and provide a reasonable return to the
producers.*

ONTARIO BERRY GROWERS' MARKETING FOR PROCESSING BOARD

R.R. No.1
Waterford, Ontario
N0E 1Y0

TELEPHONE: (519) 443-7280

J. Steel - *Chairman*

*OBJECTIVES: To stimulate, increase and
improve the marketing of strawberries and
raspberries used for processing.*

THE ONTARIO BURLEY TOBACCO GROWERS' MARKETING BOARD

Executive House
180 Keil Drive South
Chatham, Ontario
N7M 5Y6

TELEPHONE: (519) 352-6710

J. Kudroch - *Chairman*

B. Caughy - *Secretary*

OBJECTIVES: *To promote the orderly marketing of burley tobacco.*

THE ONTARIO CHICKEN PRODUCERS' MARKETING BOARD

3525 Mainway
Unit 15
Box 5035
Burlington, Ontario
L7R 3Y8

TELEPHONE: (416) 335-4496

J. Chalmers - *Chairman*

J.E. Janzen - *Secretary/Manager*

OBJECTIVES: *To promote and develop an efficient broiler and roaster chicken industry in Ontario that is capable of satisfying consumer demand at competitive prices.*

THE ONTARIO CREAM PRODUCERS' MARKETING BOARD

50 Maitland Street
Toronto, Ontario
M4Y 1C7

TELEPHONE: (416) 920-2700

H. Wilson - *Chairman*

J. Bilyea - *Secretary/Manager*

OBJECTIVES: *To protect and further the interest of farm-separated cream producers.*

ONTARIO EGG PRODUCERS' MARKETING BOARD

5799 Yonge Street
10th Floor
Willowdale, Ontario
M2M 3V3

TELEPHONE: (416) 223-5330

J. Johnstone - *Chairman*

B. Ellsworth - *General Manager*

OBJECTIVES: *To obtain for producers a reasonable price for eggs by setting prices and regulating egg supplies through use of quotas.*

THE ONTARIO FLUE-CURED TOBACCO GROWERS' MARKETING BOARD

Box 70
Tillsonburg, Ontario
N4G 4H4

TELEPHONE: (519) 842-3661

G. Demeyer - *Chairman/General Manager*

J. Leathong - *Secretary*

OBJECTIVES: *To regulate the production and marketing of flue-cured tobacco within Ontario and stimulate and increase the export market.*

ONTARIO FRESH GRAPE GROWERS' MARKETING BOARD

Box 100
Vineland Station, Ontario
L0R 2E0
TELEPHONE: (416) 688-0990
TELEX No.: 061-5111

G.S. Lipsitt - *Chairman*

A. Huisman - *Secretary*

OBJECTIVES: *To stabilize prices to the best advantage of producers.*

THE ONTARIO FRESH POTATO GROWERS' MARKETING BOARD

1463 Ontario Street
Burlington, Ontario
L7S 1G6

TELEPHONE: (416) 637-5609

W. Vanderstelt - *Chairman*

W.L. Armstrong - *Secretary/Manager*

OBJECTIVES: *To stimulate, increase and improve the marketing of fresh potatoes.*

THE ONTARIO GRAPE GROWERS' MARKETING BOARD

Box 100
Vineland Station, Ontario
L0R 2E0

TELEPHONE: (416) 688-0990

K. Wiley - *Chairman*

J.R. Rainforth - *Secretary*

OBJECTIVES: *To stimulate, increase and improve the marketing of grapes.*

ONTARIO GREENHOUSE VEGETABLE PRODUCERS' MARKETING BOARD

Box 417
Leamington, Ontario
N8H 3W5

TELEPHONE: (519) 326-2604

N. Ingratta - *Chairman*

K. Malott - *Secretary/Treasurer*

D. Moore - *Manager*

OBJECTIVES: *To stimulate, increase and improve the marketing of greenhouse vegetables.*

THE ONTARIO MILK MARKETING BOARD

50 Maitland Street
Toronto, Ontario
M4Y 1C7

TELEPHONE: (416) 920-2700

K. McKinnon - *Chairman*

H. Parker - *Secretary*

L. Hurd - *General Manager*

OBJECTIVES: *To provide the opportunity for efficient milk producers to achieve net incomes equal to comparable enterprises for management, investment and labour.*

THE ONTARIO PORK PRODUCERS' MARKETING BOARD

15 Waulron Street
Etobicoke, Ontario
M9C 1B4

TELEPHONE: (416) 621-1874

D. Farrell - *Chairman*

G. Agnew - *Secretary/Treasurer*

H. Loewen - *General Manager*

OBJECTIVES: To obtain the best possible income for producers; to encourage expansion of domestic and export markets; to hold markets by encouraging efficiency of production, improvement of quality and continuity of output; to work closely with farm organizations, other members of the trade, consumers, and governments to achieve these objectives.

THE ONTARIO POTATO GROWERS' MARKETING BOARD

1463 Ontario Street
Burlington, Ontario
L7S 1G6

TELEPHONE: (416) 637-5609

R. Brett - *Chairman*

W.L. Armstrong - *Secretary/Manager*

OBJECTIVES: To secure through negotiations a fair and equitable return to Ontario growers for the potatoes they produce for processing.

ONTARIO PROCESSING TOMATO SEEDLING GROWERS' MARKETING BOARD

Box 417
Leamington, Ontario
N8H 3W5

TELEPHONE: (519) 326-2604

M. Neal - *Chairman*

D. Moore - *Secretary*

OBJECTIVES: To establish the minimum price and standards of production for tomato seedlings grown for the production of tomatoes for processing.

THE ONTARIO RUTABAGA PRODUCER'S MARKETING BOARD

Box 328
Lucan, Ontario
NOM 2J0

TELEPHONE: (519) 227-1220

P. O'Rourke - *Chairman*

D. Milton - *Secretary/Treasurer*

E. Vanneste - *General Manager*

OBJECTIVES: To stimulate, increase and improve the marketing of rutabagas.

THE ONTARIO SEED-CORN GROWERS' MARKETING BOARD

Executive House
180 Keil Drive South
Chatham, Ontario
N7M 5Y6

TELEPHONE: (519) 352-6710

T. Johnston - *Chairman*

B. Caughy - *Secretary*

OBJECTIVES: To stimulate, increase and improve the marketing of seed-corn

ONTARIO SOYA BEAN GROWERS' MARKETING BOARD

Box 1199
Chatham, Ontario
N7M 5L8

TELEPHONE: (519) 352-7730

TELEX No.: 064-78546

P. Epp - *Chairman*

O. MacGregor - *Secretary/Manager*

OBJECTIVES: To assure that the boards' powers are utilized to the fullest in the interests of the producers and that the producers are kept informed of current developments in prices and markets, both domestic and international.

THE ONTARIO TENDER FRUIT PRODUCERS' MARKETING BOARD

Box 100
Vineland Station, Ontario
L0R 2E0

TELEPHONE: (416) 688-0990

TELEX No.: 061-5111

S. Piott - *Chairman*

J.R. Rainforth - *Secretary/Manager*

OBJECTIVES: To provide an orderly market for tender fruit crops (peaches, pears, plums, sour and sweet cherries) and represent the growers' interests to their best advantage.

ONTARIO TURKEY PRODUCERS' MARKETING BOARD

1400 Bishop Street
Cambridge, Ontario
N1R 6J1

TELEPHONE: (519) 621-2110

H. Hayter - *Chairman*

B. McLellan - *General Manager*

OBJECTIVES: To provide a reasonable return to producers over the cost of production and supply the market with adequate product when required.

THE ONTARIO VEGETABLE GROWERS' MARKETING BOARD

502 Newbold Street

London, Ontario

N6E 1K6

TELEPHONE: (519) 681-1875

J. Rickard - *Chairman*

J. Mumford - *Secretary/Manager*

OBJECTIVES: To promote and regulate the marketing of vegetables for processing on behalf of growers and in co-operation with processors.

THE ONTARIO WHEAT PRODUCERS' MARKETING BOARD

880 Richmond Street

Chatham, Ontario

N7M 5K8

TELEPHONE: (519) 354-4430

TELEX No.: 064-78561

J. McWilliam - *Chairman*

L.R. Addeman - *General Manager*

OBJECTIVES: To stimulate, increase and improve the marketing of wheat.



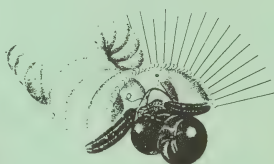
Ontario Pork



ONTARIO
TURKEY



ONTARIO



ONTARIO



WHATEVER YOU WANTED TO KNOW ABOUT MARKETING BOARDS

Detailed information on the structure and activities of provincial and federal boards and agencies, through which Ontario farmers market their commodities is found in the Agriculture Marketing Handbook by Prof. Stewart H. Lane, School of Agricultural Economics and Extension Education, University of Guelph. The Handbook is available from the Campus Co-operative Bookstore at \$5.65 per copy plus postage.



field to supervise milk marketing and transportation on a day-to-day basis. Another 13 look after milk production problems on the farm and are available to explain government and Board policies. There are three mastitis technicians operating the Board's udder health management program and five technicians collecting cost of production data on farms enrolled in the Ontario Dairy Farm Accounting Project.

Each year, the producers elect 54 milk committees on a county and district basis. These committees perform as a communications network between the dairy farmers and their Board.

The O.M.M.B. and its committees are financed totally by a licence fee deducted from payments received from the processors before these are passed on to dairy farmers. The present administration fee is 13.6 cents per hectolitre of milk. A further 52 cents per hectolitre are deducted from processor payments for market expansion activities, such as advertising and special promotions, and an additional three cents per hectolitre are deducted to support the work of the Ontario Dairy Herd

Improvement Corporation.

A close relationship has developed between the O.M.M.B. and the Ministry of Agriculture and Food over the years. The Ministry's Dairy Inspection Branch is responsible for ensuring that all aspects of milk production and transportation meet the high quality standards set by the Milk Act. The statutory powers granted the Board fall under provincial marketing legislation and are therefore subject to the scrutiny of the Milk Commission of Ontario. Another Ministry body, the Farm Products Appeal Tribunal, acts as a court of grievance and hears appeals against Board decisions.

One of the most complicated and misunderstood aspects of milk marketing is the supply management system for industrial milk and the use of marketing quotas. Controversy rages over supply management of farm commodities although it is a method utilized in nearly every industry.

In effect, supply management is the process of scheduling and matching the production of a product with the demand for that product. It increases efficiency by minimizing waste and unnecessary cost arising from excess production. The dairy industry follows the same principle as the manufacturer who produces only the amount of goods which can be marketed.

Marketing quotas and producer levies are used to manage the volume of milk produced under the supply management system. Farmers who produce milk in excess of their quota allotments pay the cost of disposing of the product so that none of the cost is paid by consumers, taxpayers, or fellow dairy farmers who stay within their marketing quotas.

Supply management is credited with virtually eliminating excess milk production in Canada. The main surplus found in the dairy industry is skim milk powder, a by-product of butter manufacturing.

The O.M.M.B. operates two milk supply management systems. One is for the fluid or table milk market; the other is for the industrial or manufactured milk market.

Farmers holding a quota to produce for the fluid milk



market receive a top price for their milk and, in turn, are obliged to supply milk on a continuous year-round basis. This assures the dairies and their customers that they will have adequate supplies of milk at all times.

Farmers producing for the industrial milk market hold what is known as a market-sharing quota (M.S.Q.) based on national requirements. The Canadian dairy industry is now in the 13th year of operating a national supply management program for industrial or manufacturing milk. The prime objective of the M.S.Q. system is to provide a balance between the domestic supply of butterfat and the requirements of the Canadian market for butterfat in manufactured products plus normal exports.

Under the quota system, quota can be transferred within the immediate family, through the purchase of a farm unit where land, buildings, milking herd and quota are purchased as a complete package, or through the quota exchange. The O.M.M.B. introduced the exchange in 1980 to enable producers to buy and sell both types of quota. The quota exchange computer matches the needs of potential buyers and sellers, expediting the transfer of quota with minimum Board involvement. The Board believes supply management, including the quota system, increases efficiency at the farm level, which tends to lower production costs and be a direct benefit to the consumer.

The stability of the supply management system, coupled with an orderly pricing system allows farmers to plan ahead, invest in their business and improve efficiency. It also encourages young farmers to move into milk production, where long-term prospects seem more secure than in many other areas of farming.

The Ontario Milk Marketing Board is proud of its achievements in the production and marketing of one of Nature's most nutritious foods. The collective strength of some 11,000 Ontario dairy farmers working together to improve the efficiency of their industry suggests that consumers will enjoy a reliable supply of milk in the years ahead.

O.M.M.B. Chairman Ken McKinnon says the Board makes no apologies for setting the price of milk at a level that the Board believes to be a fair return to the producer.

"We have managed to bring a degree of certainty to an industry which was in shambles," McKinnon says. "Price stability provides some security and allows us to plan ahead."

The O.M.M.B. sets the price paid to the farmer for his milk, but has no control over the prices charged by the processors and retailers as the milk moves through the system to the consumer. The price for fluid and industrial milk is established using the cost of production as a guide.

"The prices would never be established at a level that would harm long-term consumption," McKinnon says. "The Board recognizes that overall price stability is important to both the milk industry and the consumer, and we don't intend to price ourselves out of the market." ☺



ARISTOCRATS OF THE ROAD

Some truckers call them the aristocrats of the road.

You can see them in their trucks with the stainless steel cylinders barreling along the thruways and manoeuvring up and down concession roads. Like the milkmen of yesteryear, they challenge every kind of weather to pick up and deliver their cargo safely and on time.

Ontario's milk transporters are a special breed among the family of truckers who crisscross the province each day to bring food to the population. They not only deliver the goods, they make sure the goods are top quality.

Today's milk transporter is the link between the farmer and the dairy, and the custodian of the consumer's health. He grades and samples milk at the farm bulk tank. As a licensed grader, he has the authority to accept or reject the producer's milk. Above all, he is responsible for the quality of the milk committed to his care until it reaches its final destination.

Dr. Joseph Meiser, director of the Ministry's Dairy Inspection Branch, describes the evolution in milk transport over the past 60 years as phenomenal "because we've moved away from primitive practices with limited quality or health guarantees to one of the most regulated processes in the world."

Milk supply, at the turn of the century, depended on the enterprising farmer who maintained one or more cows for milking purposes. Neighbour-families would bring their own blue-enamelled jugs and fill up a few



MILK QUALITY IS THE NAME OF THE GAME

George Picot drives one of the 450 bulk tankers which regularly visit Ontario dairy farms to pick up the milk. The trend away from eight-gallon milk cans began in 1953 and today all milk produced in the province is handled between the farm gate and the dairy by stainless steel bulk tankers. George Picot and his colleagues are more than drivers: they grade and sample milk at the farm and have the authority to reject it if certain standards are not met.

pennies worth. The flavour and quality of the milk fluctuated daily, depending on certain variables and circumstances which no one could foresee or had the means to change. Since ice was less than common, most milk was stored in earthen cellars or cooled in well water or streams to keep it fresh for a few hours.

In early days the horse and wagon provided a means of transporting milk from the farms to the dairies in towns and cities. As the need to go further afield for supplies arose, the horse and wagon gave way to the milk train which stopped at every hamlet and many crossroads to collect the eight-gallon cans of milk.

In the twenties, with cities and towns burgeoning and motor transport becoming the way to go, milk haulage became a specialized commercial activity. By 1928, the milk truck drivers founded the Ontario Milk Transport Association which to this day co-ordinates and supervises the activities of all provincial milk transporters.

Motorization meant that farmers no longer had to worry about transporting their milk cans to the railroad station to catch the milk train. Now, truckers would collect the milk cans at each farm gate and transport them to the dairy. Often the trucker became a school bus driver and took the country kids to school.

Because of increasing demand and vigorous competition, the fluid milk industry was waiting for a revolution to happen and it did in 1953 when the Ideal Dairy of Oshawa told milk producers it wanted milk delivered in bulk and not in eight-gallon cans. Bulk milk handling was more efficient and cheaper, and provided milk of a quality superior to that of cans. The idea caught on and farmers who wanted to survive in the milk business were eager to install bulk tanks in their farm milkhouses. Similarly, transporters were obliged to fit their trucks with bulk tanks.

By 1959, some 190 bulk tankers glistened on Ontario roads. Today, there are about 450 bulk tankers in use.

Bulk handling and bulk transportation have greatly improved the quality and longevity of milk in Ontario. Milk drawn from a cow has a temperature of 38

degrees Celsius. The refrigerated bulk tank on the farm receives the milk directly from the cow through a system of stainless steel or glass pipes and cools it down to a temperature of less than four degrees Celsius to prevent bacterial growth — a vast improvement over the days of cooling with well water.

The bulk tank on wheels then takes over. Contrary to common belief, the milk trucks are not refrigerated, but their tank is so well insulated that a load of milk exposed to summer sun rarely experiences a temperature rise of more than one degree Celsius in 24 hours.

Under the Ontario Milk Act, milk transporters are both samplers and graders. They receive their training at the University of Guelph or the Kemptville College of Agricultural Technology through courses established by the Ministry of Agriculture and Food. After an intensive one-week training period, they must pass a qualifying exam which tests both their practical and written knowledge.

Once licensed, they shoulder the responsibility for guaranteeing a quality product, from farm gate to the dairy. They measure the milk temperature and the volume in the tank and record the results. The samples for milk composition and quality which they take at each pick up are used to determine the price which the farmer receives for his milk.

Sanitation, health standards, quality assurance — these are the areas of concern for today's milk transporters. By law, their tanks must be washed and sanitized with approved cleaners at least once every 24 hours. From cow to refrigerated farm tank to tanker truck to the dairy, the milk never contacts human hands. The truckers know that a few litres of spoiled milk can contaminate an entire load of milk and cause a serious financial loss for the farmer.

Milk tanker operators are independent truckers who work exclusively for The Ontario Milk Marketing Board. They publicize their affiliation by painting the Board's familiar slogan "Cold Beautiful Milk" across their rigs, which reaffirms their commitment to transport quality milk for the consumers of Ontario. ☺

FIRM ENTERS PROCESSED CHEESE MARKET

New equipment installed with the aid of a BILD loan will produce 1.8 to 2.7 million kilograms (4 to 6 million pounds) of processed cheese a year, opening up new markets for the company.

WINCHESTER CHEESE HELPED TO GROW BY BILD LOAN

Winchester Cheese Inc. is an important employer and economic contributor to its town and surrounding environs in the heart of prime dairy country.

Business is booming and so is the activity in this cheese-packing plant where up to 150 full and part-time employees operate three production lines. They are busier than usual these days because of the installation of two cheese processing lines that will add another dimension to plant production.

Total capital investment for the expansion project is about \$7.1 million. Of this amount, the Board of Industrial Leadership and Development (BILD) has given the company a \$1.5 million loan with interest and principal deferred for five years.

Winchester Cheese Inc. was a former subsidiary of Lovell and Christmas Canada Inc., a British-based firm in Montreal since 1896. The company's business is bulk trading in cheese and butter and exporting cheddar to the United Kingdom and the United States. In 1976, it purchased facilities in Winchester to move into cheese packaging. In 1980, Lovell and Christmas consummated the sale of a 50 per cent interest in the cutting and packaging aspect to National Consolidated Food Brands Inc., a wholly-owned subsidiary of the Heritage Group, controlled by J.M. Schneider. The new company was called Winchester Cheese.

Up to now, Winchester Cheese has been solely a cutting and packaging plant, with 240 product lines. Cheese is bought in bulk mostly from Ontario cheesemakers, then cut and packaged into various sizes for customers such as J.M. Schneider, Loblaws, Kelly-Douglas, Zehrs, No Frills, National Grocers, Ziggy's, Westfair and Western Grocers.

Volker Gruetzner, Winchester's general manager, says the company is able to buy most of its cheese domestically. Experience at the plant shows that the cheddar cheese market is declining while there is an upward trend toward domestic-made specialty cheeses. These domestic cheeses are increasingly replacing imported brands.



The expansion project at Winchester includes the installation of new ultra-sophisticated cheese processing equipment, which will thrust the firm into the production of processed cheese, both ribbon and individually wrapped slices.

Now, Winchester's output of packaged cheese is about 6.75 million kilograms (15 million pounds) a year. The new equipment will produce on top of this 1.8 to 2.7 million kilograms (4 to 6 million pounds) of processed cheese, using the cheese trim from the cutting line.

"The recovery on a 18 kilogram (40-pound) block of cheese when it's cut and packaged is rarely much over 80 per cent," Gruetzner says. The remainder is cheese trim that has a lower retail market. Most companies sell it at a loss.

By diversifying its operations, the company believes it can remain competitive in a highly-competitive industry and perhaps even increase its share of market.

Studies show that the consumption of processed cheese is on the rise, mainly because of its price and convenience. It is also a child-oriented product and, as Gruetzner remarks, "market trends develop primarily because children set them."

The expansion will mean 18 new jobs for the area this year, providing new economic stimulus to the town of Winchester where cheese is recognized as the major industry. ☺



MEAT INSPECTION PROGRAM EXTENDED TO POULTRY

The final link in Ontario's meat inspection service is in place and consumers can now be confident that the poultry they buy is of top quality.

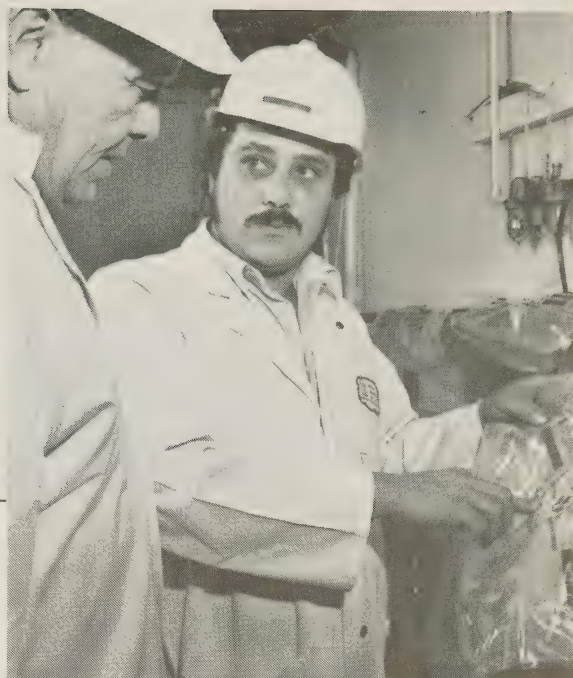
Ontario consumers have long enjoyed a meat inspection system. In 1907, Agriculture Canada commenced the inspection of the larger slaughterhouses and meat processing plants throughout Canada. The province, responding to public concerns and to the needs of the small meat processor, proclaimed legislation of its own in 1965 to provide an inspection service for plants as defined in the Ontario Meat Inspection Act.

Dr. George Fleming, director of the Ministry's Livestock Inspection Branch, says the federal and provincial programs complement one another and assure consumers a supply of wholesome inspected meat.

The inclusion of poultry in the provincial meat inspection program provides quality assurance for all meat through the Meat Inspection Act (Ontario). In order to facilitate this extension of the program it was necessary for many of the meat inspectors working in red meat plants to receive further training which encompassed poultry inspection and diseases in birds. At present, 136 inspectors are providing inspection to 258 red meat and 31 poultry plants.

The Ministry of Agriculture and Food operates a three-week intensive academic course for inspectors at Centralia College of Agricultural Technology. There, the men and women who will be responsible for the consumers' safety, study anatomy, physiology, microbiology and pathology. They also undergo a 10 week training period in some of the large, federally inspected abattoirs under the supervision of Agriculture Canada.

Dr. Tom Melady who, with other regional veterinarians, co-ordinates and supervises inspector education, says the supervisory staff and regional veterinarians do spot checks at the plants "to make sure that the Meat Inspection Act is being properly enforced and that our inspectors are doing a good job."



TOP QUALITY POULTRY NOW ASSURED

Dr. Tom Melady (left) trains poultry inspectors at the Centralia College of Agricultural Technology. His supervisory staff and regional veterinarians regularly inspect the poultry plants to ensure that the Meat Inspection Act (Ontario) is being properly enforced. Here he talks to Randy Wink, who inspects both red meat and poultry plants in Essex County.

In addition to the slaughterhouse inspection, Ministry staff also ensures that poultry offered for sale at retail outlets and at farmers' markets have been properly inspected. Mandatory poultry inspection does not apply to the farmer who sells his own dressed birds at the farm gate, or to uneviscerated (New York Dressed) poultry.

The poultry inspection regulations have resulted in the opening of a number of new processing plants. Many producers sell their product to the smaller grocery stores, which are prohibited from selling uninspected meat. Some producers have found it practical to establish their own plants. To date, there are 31 plants killing poultry that are licensed under the Meat Inspection Act (Ontario).

Joe Maxwell, who owns and operates Belwood Poultry Limited near Amherstburg in Essex County, grows 16,000 breeder turkeys and 24,000 commercial turkeys a year. He has his own processing plant.

"Poultry inspection is a plus to us," Maxwell says. "Having provincial inspectors in the plant gives our customers confidence in what they're buying." ☺



TOP QUALITY FROM THE ROOTS ON UP

When staff of the Ministry's Fruit and Vegetable Inspection Branch talk about a virus, they don't mean influenza. Their virus enemies cause diseases in fruit and cost the producers of the province a lot of money.

Every spring, Ontario farmers plant out new or replacement trees in their orchards and establish new fields of berries to guarantee consumers a future supply of top quality fruit. The plantings are a major capital investment for the farmer, who has to wait for a long period of time before realizing any returns. Careful cultivation, proper fertilization and insect control are necessary to produce high quality yields once maturity is reached. Another main determinant in the process, however, is the condition and kind of plantstock used.

The Ministry's Superior Stock Small Fruit Program helps to assure fruit farmers of the availability of top quality nursery stock.

The roots of this program go back to 1945 when Ministry and Agriculture Canada researchers began a project to develop virus-free sour cherry buds which, it was hoped, would overcome some of the common diseases plaguing orchards. The first virus-tested sour cherry buds were offered to Ontario nurseries in 1951. In subsequent years, virus-tested buds for sweet cherries, apples, plums and pears were developed and provided to the nurseries. In 1981, researchers began work on a virus-free bud program for peaches, nectarines and apricots, the results of which are expected to be ready for distribution to the nurseries by 1986.

Nurseries are offered the virus-free buds without

charge. Some 800,000 buds were provided to nurseries in 1982, up 100,000 from the previous year.

The Branch also keeps an eye on strawberry and raspberry propagation at the nurseries. Agriculture Canada produces virus indexed nuclear stock at its Vineland facilities. This strawberry and raspberry nuclear stock is propagated in turn by the adjacent Horticultural Institute of Ontario and the resultant plants are known as elite stock.

Elite stock is made available each year without cost to Ontario plant propagators who agree to follow specific guidelines, developed by the Horticultural Institute of Ontario, the Fruit and Vegetable Inspection Branch and Agriculture Canada. The guidelines, which include isolation requirements, soil rotation specifications, and standards for soil fumigation and insecticide application, are designed to minimize virus infection and control other serious diseases and insects, especially mites and nematodes.

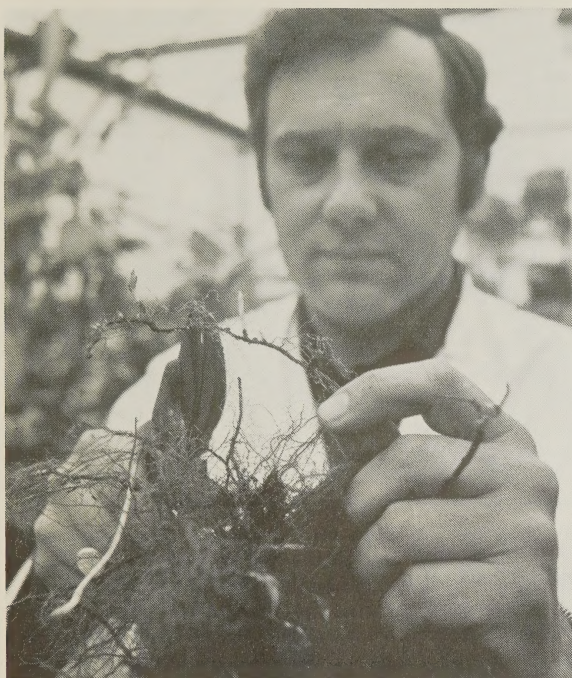
From the elite stock, propagators create foundation stock used to produce the plants offered to farmers. The entire process is a lengthy one, but the resulting superior stock offered to Ontario farmers makes the waiting worthwhile.

In 1981, some 48,000 strawberry and 6,000 raspberry elite stock plants were produced and sent to eight foundation stock propagators in the province.

Strawberry foundation stock requires two years of field propagation; raspberries require four. One elite strawberry plant will yield up to 30 saleable plants and one elite raspberry plant will yield 20 saleable plants.

The Branch also operates a "trueness-to-name" program which provides a fruit tree identification service to nurseries and the farmers they supply.

Branch staff visit the nurseries regularly to check the overall health of the trees being offered for sale. They examine them carefully for the presence of any highly contagious disease, such as fire blight, which can soon destroy a healthy orchard. One and two-year old trees



ELITE STOCK PRODUCES TOP QUALITY FRUIT

Elite strawberry and raspberry stock is propagated at the Horticultural Institute of Ontario. From the elite stock, propagators create foundation stock used to produce the plants offered to growers.

are inspected to help identify the different varieties.

Barry Roberts, who works from the Fruit and Vegetable Inspection Branch office in Bradford, has conducted these inspections for the last two years. "The object is to ensure that the farmer who buys 50 Anjou pear trees will not get 45 Anjou and five Bartlett," Roberts says. "We provide a useful service to both the nursery and the farmer, so we're welcome wherever we go."

Last year, some 1.4 million fruit trees were inspected under the "trueness-to-name" program. Improperly named nursery stock, with a retail value of over \$30,000, was identified and eliminated from the nurseries in 1982. In addition to saving producers \$30,000 for the purchase of non-desired varieties, the elimination of the "mixes" also reduces the producers' loss of revenue from these trees of wrong variety.

This careful monitoring of healthy virus-free berry plants and fruit trees ensures Ontario farmers of high quality nursery stock. ♾

FOODLAND GUIDELINES ESTABLISH AGGREGATE CONDITIONS

Means to safeguard productive agricultural lands and at the same time allow the extraction of mineral aggregates from beneath them have been written into the Foodland Guidelines, the Ontario government's policy for agricultural land use planning.

In announcing the revisions to the Guidelines, February 23, 1983, Agriculture and Food Minister Dennis Timbrell said "the government realizes the necessity of protecting both our productive farmlands and our aggregate resources. These goals are not mutually incompatible; they can be achieved."

Under the tightened policy, aggregate mineral extraction such as gravel pit mining will not be permitted in designated specialty crop areas unless it is reasonably documented that the land will be rehabilitated for agriculture to produce the same crop at the same level of productivity.

Any proposed project on designated specialty crop lands must also document that the extraction will not affect the topography and microclimate necessary for specialty crop production.

Restrictions on aggregate extraction will apply in the following five fruit and vegetable specialty crop areas: the fruit-growing areas of the Niagara Region, an area south of Blenheim in Kent County, farmlands around the towns of Leamington and Harrow in Essex County, and the Meaford to Thornbury area in Grey County.

In addition to the specialty crop areas, mineral aggregate extraction will be permitted on other prime agricultural land only if the land is rehabilitated and substantially the same acreage and soil capability restored for future crop production.

Don Dunn, director of the Foodland Preservation Branch, says that the policy changes give greater protection to Ontario's valuable agricultural land resources while still recognizing the need for mineral aggregate extraction. Municipalities will be required to adopt the new provisions relating to agricultural land in their Official Plan. ♾



FOODLAND ONTARIO PROMOTES FROZEN FOOD MONTH



If you are one of the many consumers who buy imported vegetables in the off-season or have a hard time deciding on when and what to eat at the end of a busy day, take heart! Ontario frozen food processors want you as customers and they stand behind their products as to price, quality and variety. The added plus is convenience.

February was frozen food month in Canada. In Ontario more than 30 processors along with the major retail chains and individual stores participated in a Foodland Ontario promotion designed to increase consumer awareness of the availability of Ontario frozen foods.

Grahame Richards, director of the Ministry's Market Development Branch, sees locally produced frozen food as a logical replacement for many foods imported into the province during the winter months and believes the Ontario frozen food industry has good growth potential because of the wide range of products on the market.

The \$250,000 campaign featured consumer and retail trade advertising as well as point-of-sale identification material in stores and extensive media and public relations activities.

The 30 processors in the Ontario frozen food industry produce about 70 per cent of product sold domestically. In 1981, Ontario processors sold \$63.8 million worth of frozen food — about 5.6 units for every man, woman and child in the province. Exports amount to about 30 per cent of production, and go to the United States, the United Kingdom and Western Europe.

Freezing food to maintain its optimum quality is an exacting science. In the case of vegetables, the product is developed and grown specifically for freezing. The product is fast frozen at extremely low temperatures to lock in flavour, taste, colour and appearance. Processors maintain strict controls in the freezing and handling methods used in the plant to guarantee a consistent high level of quality.

There are about 200 frozen foods, ranging from peas

to pierogies, and most of them are easy to pronounce, says Susan Zarzour, a marketing specialist with the Ministry. Pierogies, she adds, are of Russian origin and are becoming a more popular addition to Ontario meals. Pierogies are small dough packets which may be filled with any combination of meat, cheese, potatoes, cottage cheese or sauerkraut. ☺

PROTECTION SOUGHT FOR GRAIN PRODUCERS

Changes proposed for Ontario's Grain Elevator Storage Act are aimed at ensuring that stored grain remains the property of the farmer and is protected from sale and seizure in the event the elevator operator encounters financial difficulty.

Agriculture and Food Minister Dennis Timbrell has released a discussion paper outlining the proposed changes so that interested parties may analyze the proposals and offer comments and suggestions to be sure that the legislation in its final form will meet the needs of the industry and protect the producers.

At present, there is no procedure to determine whether the farmer or the elevator operator owns the grain, once it is stored in the elevator and a sales contract has been signed. There have been situations where a bank has seized all the contents of an elevator, including stored farm produce, when the elevator operator has fallen into financial difficulties. Such cases have often led to litigation as the rightful owners tried to regain their property or be compensated for it.

John McMurchy, director of the Ministry's Farm Products Marketing Branch, says the proposed legislative changes provide that all grain delivered to an elevator is "intended for storage unless the contrary is established in writing or before a court." ☺

MOST ONTARIO LIVESTOCK DEALERS NOW LICENSED UNDER BEEF CATTLE FINANCIAL PROTECTION PROGRAM



Some seven months after the Ontario Beef Cattle Financial Protection Program became law, more than 570 livestock dealers have been licensed to do business in Ontario.

Under the program, Ontario beef producers no longer have to fear total financial loss when buyers of their cattle default on payments.

A livestock producers protection fund has been established to compensate producers and other sellers should buyers fail to pay.

The compensation fund, financed

through payments of 20 cents a head from the buyers, sellers and agents on all beef sales in the province, is administered by the Livestock Financial Protection Board. The Board may award 90 per cent compensation on the amount of claim.

As of September 1, 1982, it became mandatory for all community sales operators, commission firms operating at the Ontario Stock Yards, packing plants, slaughterhouse operators and country dealers in Ontario to be licensed as livestock dealers. ☺

WHERE CHEESEMAKERS ARE THE STARS

When the stars of stage and screen want to be seen they go to the Academy Awards, but when Ontario cheesemakers want to strut their stuff they go to the World's Championship Natural Cheese Contest.

Cheesemakers from Finland to France, from Austria to Australia, from all over, meet every second year in Green Bay, Wisconsin, to choose the "World Champion Cheesemaker." Any manufacturer who is worth his or her cheese congregates there to be seen and rub shoulders with the best in Cheesedom.

The contest rules are rigid. Any cheese with "trier hole" is disqualified, except for Swiss cheese in drum or block which is allowed one trier hole. Each entry must be in its original form as hooped. Cheese may be redipped, but not rebanded. Each entry must weight not less than 9 kilograms (20 pounds), and not more than 27 kilograms (60 pounds), except for Swiss cheese which may not weigh more than the weight of a normal single wheel or block.

The Ministry's Dairy Inspection Branch encourages Ontario cheesemakers to enter the world-wide contest for the prestige and status it can bring to the winners. Fifteen Ontario

plants, with 26 entries, competed in the 1982 contest.

Bob Jardine, manager of the Branch's plant section, says it's important for Ontario cheesemakers to compete in an international forum "where we can be judged for what we are. It's important because we export about 900,000 kilograms (2 million pounds) of cheese to the United States every year."

The Ministry pays the entry fee, the brokerage fees and the air freight of any Ontario cheesemaker who wants to compete.

The cheese entries are judged on such criteria as flavour, body and texture, colour, appearance, and finish.

Two Ontario cheesemakers, out of 400 entries, were judged winners in the 1982 contest.

Don Gris of Gos and Gris, Hannon, placed third in the Italian cheese class, and Joan Chase of Leslie Cheese House, Stratford, placed third in the cold pack class.

Although the Ontario entrants failed to reach the stature of Irving Cutt, of Lunenburg who became the first Canadian to win the "World Championship Cheesemaker" title in 1964, they intend to keep trying.

Winning the championship in 1984 would ensure Ontario cheesemakers of a preferred place among the renowned cheesemakers of the world. ☺



ONTARIO CRANBERRIES TO EUROPE

Ontario cranberries have found their way to the kitchens of Europe.

The Iroquois Cranberry Growers, who operate at Mactier in the Parry Sound region, have sold 108,000 kilograms (240,000 pounds) of the tasty scarlet berries to buyers in England, Scotland and West Germany.

Bill Richardson, an export officer in the Ministry's Market Development Branch, says the \$156,000 sale opens up a major new market for Ontario cranberries.

Thomas (Bud) Rennie is general manager of the grower company.

The cranberries are harvested in October, graded and sorted, and then packed in 50 pound 3-ply paper bags. They are stored in freezers in Toronto, until sold to domestic or foreign markets.

The Iroquois Cranberry Growers produce the Stevens and the Searle varieties which have been grown successfully in Ontario for the past number of years. ☺

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